

## Coaching & Consulting Provided by Snapper LaGrone

As a member of the MMCo *International Initiatives* consulting team, Snapper LaGrone brings to our bench over 20 years of experience in executive training and coaching for Fortune 500 companies which operate internationally. Snapper is highly sought-after for his real-world experience in the areas of import/export, duty free trade, investment acquisitions, and global market trends. He is especially known for his expertise in cultural diversity and social perception. Snapper has worked directly with teams in Hong Kong, mainland China, Macau, Singapore and the United Arab Emirates. Stateside, he has led and coached large international teams for Duty Free Shops (DFS) at Los Angeles International Airport and JFK International Airport.

As an MMCo Going Global consultant, Snapper's specialty is assisting leaders to navigate international staffing challenges. He is especially adept at easing the learning curve during the "people part" of global expansion. Our clients especially value Snapper's engaging style, and ability to lead and inspire multi-cultural teams of all sizes. His current areas of expertise include:



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### CULTURAL AWARENESS & FLEXIBILITY

- Exploring cultural beliefs – how they affect both individual and group behavior and perspectives
- Expanding your cultural awareness with both your home and host countries
- Understanding the work ethic, practices and labor force in a foreign land
- How history, government, economics and regulations affect doing business in your host country
- Recognizing key motivators (i.e. religion, relationship, power, saving face) in a different culture
- Increasing awareness of cultural views on gender, religion, politics and other sensitive issues
- Dress codes and considerations (by gender, role, etc.) as you travel abroad

### BUSINESS SAVVY

- Building trust and persuasion ability in another culture; understanding how decisions are made
- Understanding the use of power and authority in your host country
- How to identify the key decisionmakers in a different culture
- How conflict is viewed and managed in the cultures you're working in
- Dealing with a challenging customer or vendor in an offshore environment
- Recognizing how local events affect how work gets done
- Brand DNA and global vendor relationship management

## LEADERSHIP IN A GLOBAL MARKETPLACE

- Characteristics of effective global leaders, and how to continue to develop oneself
- Guiding a multi-cultural staff – both in your home and host countries
- Understanding management styles and practices in a new culture
- Encouraging constructive dissent in non-assertive cultures
- How to utilize employee Town Hall meetings in specific cultural marketplaces
- Moving the team forward despite conflicting rules and competing priorities

## PERSONAL EFFECTIVENESS

- Identifying ways to effectively transition yourself, your behaviors and expectations, as you move from first to second or third world environments
- Dealing with your own culture shock and adaptations as you enter a vastly different environment
- Managing your personal brand in a foreign land – gaining perspective then managing the change
- How to stay focused, manage the multiples, plus recharge and renew yourself as you work abroad
- How to bounce back from cross-cultural misfires or setbacks, learning on the go
- Building resilience and managing your expectations – relationships do not happen overnight!
- How to “go with the flow” abroad

*“Maximum effort equals maximum reward.”*

*— Snapper LaGrone*